

A photograph of a desk in a bright, modern office or home workspace. On the desk, there is a laptop, a pair of black-rimmed glasses, and an open book. To the left, a small green plant sits in a light green pot. In the background, a larger green plant is visible near a window with blue curtains. Two framed pictures of dried plants hang on the wall.

Owl Simply Quiz *Your Brand*TM

Uncover Hidden Opportunities

*A quiz to assess the strength of your brand to
discover where your brand shines and where there
are opportunities for growth!*

Owl Simply Design

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What is a *Brand Quiz*?

A comprehensive evaluation of your brand's performance. It explores your brand's visual elements, overall look and feel, and how effectively it communicates with your target audience. This quiz helps you uncover any gaps in your branding, ensuring your brand is cohesive, engaging, and strategically positioned in the market.

Why take the *Brand Quiz*?

The Owl Quiz Your Brand helps ensure your brand is operating at its full potential. By evaluating your visual elements and messaging, you'll uncover hidden opportunities and identify areas for enhancement. This process aligns your brand with your target audience's expectations, boosting your market position and building stronger customer loyalty.

**Building a *brand* is about
an emotional connection -
between you and your
dream customer.**



Section 1 *Visual Identity*

Evaluate your visual brand identity and how effectively it speaks to your target market, supports your goals, and streamlines content creation.

1. How Consistent is Your Branding?

Are your logos, colors, and fonts consistent across all your marketing materials?

- A. Yes, they are consistent everywhere.
- B. Somewhat, but there are minor variations.
- C. No, they differ across all platforms.

2. Is Your Logo Memorable and Effective?

Does your logo clearly represent your brand and make a strong impression?

- A. Yes, it's memorable and represents our brand well.
- B. Somewhat, but could be more distinctive.
- C. No, it doesn't clearly convey our brand's identity.

3. How Well Does Your Color Scheme Reflect Your Brand?

Do the colors you use align with your brand's personality and message?

- A. Yes, the colors perfectly reflect our brand.
- B. Somewhat, but there may be room for improvement.
- C. No, the colors don't effectively represent our brand.

4. Are Your Fonts and Typography Effective?

Are the fonts you use easy to read and aligned with your brand's style?

- A. Yes, they are both stylish and readable.
- B. Somewhat, but readability or style could be improved.
- C. No, the fonts are not suitable for our brand.

5. Is Your Visual Identity Cohesive Across All Platforms?

Does your visual identity create a unified and professional appearance across your website, social media, and other materials?

- A. Yes, it's cohesive and professional everywhere.
- B. There are some inconsistencies across platforms.
- C. No, the visual identity varies significantly.

Total **A's:** ____ **B's:** ____ **C's:** ____

Section 2 *Voice & Message*

Assessing the consistency and effectiveness of your brand communication in building a strong connection with your audience to reflect your brand's core values and vision.

Is your brand consistent in identity, message, and feel?

On a scale from 1-10, with 1 being not very and 10 being extremely.

Social Media (Profile Avatar, Cover Image, Tone, Posts/Reels)

1 2 3 4 5 6 7 8 9 10

LinkedIn (Profile Avatar, Banner Image, Tone, Bio)

1 2 3 4 5 6 7 8 9 10

Website (Logo, Navigation, Footer, Colors, Fonts, Photography, Social Media Icons)

1 2 3 4 5 6 7 8 9 10

Marketing Materials (Presentations, Business Cards, Invoices, Postcards, etc.)

1 2 3 4 5 6 7 8 9 10

Email (Signature, Nurturing Series, Newsletters, etc.)

1 2 3 4 5 6 7 8 9 10

DO YOU HAVE...?

Written out and clearly understood by you and your team?

Each Check is 1 Point

Brand Strategy

- Brand Goals
- Brand Personality
- Brand Values
- Brand Vision
- Ideal Customer Profile

Brand Identity

- Brand Kit (Logo, Colors, Fonts)
- Brand Voice
- Brand Story
- Brand Copy
- Brand Photography

Brand Assets

- Website | Email Marketing
- Social Media
- Business Cards
- Brochures/Postcards
- Presentation Materials
- Newsletters | Lead Magnet

Total **C** **B** **A**
1-20: ___ **21-45:** ___ **46-66:** ___

Section 3 *Positioning*

Evaluate how your brand is perceived by your target audience and identify unique attributes that differentiate your brand's market position.

How well does your brand communicate?

On a scale from 1-10, with 1 being not very and 10 being extremely.

Are you attracting the clients/customers you want?

1 2 3 4 5 6 7 8 9 10

How well are you communicating your brand's values?

1 2 3 4 5 6 7 8 9 10

How well are you communicating your services and their benefits to your clients?

1 2 3 4 5 6 7 8 9 10

How well are you communicating what makes you different?

1 2 3 4 5 6 7 8 9 10

How specific is your target audience profile?

1 2 3 4 5 6 7 8 9 10

How effectively does your website reflect your brand's core message?

1 2 3 4 5 6 7 8 9 10

Are your social media posts aligned with your brand's values and voice?

1 2 3 4 5 6 7 8 9 10

Are there areas where your branding feels disconnected or unclear?

1 2 3 4 5 6 7 8 9 10

How comfortable are you with making improvements to your brand on your own?

1 2 3 4 5 6 7 8 9 10

Total **C** **B** **A**
1-27: ___ **28-63: ___** **64-90: ___**

Section 4 *The Results*

It's time to determine your score and review each section to identify strengths and opportunities for improvement. Write down the letter from each section of the quiz.

VISUAL IDENTITY SCORE: _____

Strengths

Opportunities

VOICE & MESSAGE SCORE: _____

Strengths

Opportunities

POSITIONING SCORE: _____

Strengths

Opportunities

THE OWL QUIZ YOUR BRAND RESULTS

More A's:

Great Job! Your brand's visual identity and messaging are strong and effectively align with your goals and audience. Keep up the good work, and continue to refine and build on these strengths.

**Remember your brand needs to be evaluated often to make sure you are aligned to both your business goals and your target audience. Brands have to be fluid.*

More B's:

Okay, but Room for Improvement: Your brand is on the right track, but there are areas where you could enhance your visual identity, message, and position. Consider making some adjustments to better align with your brand's goals and audience.

**Depending on if you're a high or low B - a few adjustments can bring you closer to your goals and target audience. Let's talk!*

More C's:

Needs Improvement: There are several areas that need attention to strengthen your brand's visual identity, message, and position. You may want to explore how to better align your branding elements and communication strategies.

**Let's talk about the best way for you to achieve your goals and align your brand to your target audience that will make you a stand out business. Let's talk!*

Notes

NEXT STEP

I'm going to set up my free call with Anna to discuss my results on _____ at _____
Month Day Time AM/PM



Hello!

I'm a creative designer and brand expert who builds customized foundational brands that help service-based businesses align their goals with their target market to foster growth through impactful brand identity, message, and marketing strategies.

Now that you have valuable insights into your brand's strengths and areas for improvement, it's time to take the next step towards enhancing your brand.

I would love to have you schedule a complimentary 30-minute Brand Review Call to discuss what you discovered from the Owl Simply Quiz Your Brand!

Owl Bring Clarity + Focus



[Schedule Brand Review](#)



Thank you,
Anna Christine



Need foundational branding help?
Don't want to DIY your brand?
Want to know more about working with me?

Learn more about my simple 3 STEP Process.



[LEARN MORE](#)